

COMPLAINT NUMBER	21/071
ADVERTISER	@chelseawarburton
ADVERTISEMENT	Instagram
DATE OF MEETING	23 February 2021
OUTCOME	Settled – advertisements amended

Advertisement: Influencer @chelseawarburton, posted two Instagram stories promoting the Leftfield Wine brand. The advertisements showed seltzer products. The Influencer also posted a story promoting the luxury brand Viktor & Rolf's perfume which showed a perfume bottle set next to a bunch of flowers.

The Chair ruled the complaint was settled.

Complaint: Chelsea has posted both a perfume gift and a wine PR delivery package and hasn't declared /put "Ad" anywhere in the story.

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(a);

The Chair noted the Complainant was concerned the advertisements had not been clearly identified as such.

The Chair accepted the complaints to go before the Complaints Board to consider whether the Advertising Standards Code had been breached. As part of the self-regulatory process, Advertisers have the option of amending or removing their advertising to comply with the Advertising Codes.

Upon receipt of the complaint, the Advertiser amended the three advertisements to make it clear they were advertising.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the advertisements, the Chair said that it would serve no further purpose to place the matter before the Complaints Board.

The Chair ruled that the matter was Settled.

Chair's Ruling: Complaint **Settled – advertisements amended.**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 calendar days of receipt of this decision.